

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS – Permission to increase rate of admission in all the three Screens in M/s Cinemax R.K.Cineplex, Road No.2, Banjara Hills, Hyderabad – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 77

Dated: 07 -04-2010.  
Read the following:

1. Reprn dated 24-10-2009 of M/s Cinemax, R.K.Cineplex, Hyderabad .
2. Govt.Memo.No.34012/Genl.A1/2009-1, dated 30 -10-2009.
3. From the Commissioner of Police, Hyd. City, Letter No.L&O/A3/2169/2003-09, dated 16-12-2009 and 15-3-2010.

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ORDER:

In the reference first read above, the Management of M/s Cinemax R.K. Cineplex, Hyderabad, have represented that they have been in the field of running Multiplex in various metro cities of India.. They are operating the multiplex in the name of Cinemax R.K.Cineplex at Road No.2 Banjara Hills, Hyderabad from January, 2009. The first Multiplex to introduce the Recliner seats in Andhra Pradesh for the first time with ticket rate of R.200/- for the recliners with Ultra Modern facilities as they have provided in all their existing Multiplexes in other cities. These recliners seats are very unique in which they can see the movie with very comfort relax and reclined to 150 angle view position to provide all these luxurious services their project cost seats installation cost and maintenance cost is comparatively very higher than the others and also this recliner seats occupy space of 3 rocker seats which effects to decrease in the number of seats in the Theatres.

2. In the reference second read above, Commissioner of Police, Hyderabad City have been requested to verify the facilities provided to the cine goers as mentioned in their representation and furnish his specific remarks for enhancement of rates as requested.

3. The Commissioner of Police, Hyderabad, in the reference third read above, has stated that M/s Cinemax R.K.CinePlex, Road No.2, Banjara Hills, Hyderabad has represented for permission to increase the rates of admission for the existing rate as mentioned below:

Sreens	Class	Seating capacity	Existing rates of admission	Proposed rates of admission.
Screen-I	Gold Class	52 seats	Rs.200/-	Rs.300/.
	Executive Special	429 seat s	Rs.100/-	Rs.200/-
	Total seats	481		
Screen-II	Gold Class	22 seats	Rs.200/-.	Rs.300/.
	Executive Special	228 Seats	Rs.100/.	Rs.200/.
	Total seats	250		
Screen-III	Gold Class	22 seats	Rs.200/.	Rs.300/.
	Executive Special	248 seats	Rs.100/.	Rs.200/.
	Total seats	270		

(Contd...2)

4. He has further stated that following are the reasons for which hike in the rates of admission is felt appropriate.

1. Luxurious interiors of international standards.
2. Fully Air-condition auditoriums ,and lobby. cafeteria and red lounge seating area.
3. Plush carpeting in the lobby and auditoriums. red lounge seating area.
4. State of the art LCD screen in the box office counter, displaying Information for our customers.
5. Comfortable stadium style high-back seating with a seat width of 22 inches with comfortable leg space between the rows.
6. Recliner seats in every auditorium which could recline till 150 degree angle view position.
7. Sensors used for auto flush toilet facility with high levels of Hygiene in the multiplex and its rest rooms through constant House keeping efforts with auto air fresheners.
8. Inherently fire retardant seat fabric and wall fabric.
9. Auto air neutralizer at the rest rooms, auditoriums and lobby.
10. Ultra modern fire fighting system and safety, security systems with four monitoring stations.
11. Fire dampers in all AHUs.
12. Round the clock power backup with high end generator set facility.
13. All the critical systems have UPS backup facility thereby enabling uninterrupted movie viewing even during power failures.
14. Emergency lights on invertors all over the property.
15. LED lights on every step riser in the auditorium and exit signs on invertors.
16. Christie projectors, Xenon console with the platter system.
17. Efficiently designed acoustic system in all auditoriums, providing Patrons with a superior sound quality.
18. Digital sound system with Dolby and DTS in all the three screens.
19. Combination of two way and three way surround sound system.
20. Computerized ticket facility.
21. Internet bookings and tele-booking which makes the process of booking tickets easy and convenient for the customers.
22. Fiber optic in all auditoriums.
23. Wide Screen.

5. The Commissioner of Police, Hyderabad, has further stated that the Assistant Commissioner of Police, Banjara Hills Division who was instructed to verify and send his report, has sent the enquiry report wherein he stated that he caused enquiries into the contents of the representation. There are three screens running in M/s Cinemax R.K.Cineplex and that now the management have improved the services like seat service food items which facilitate the service of required food to the customer at their seats during the interval, valet parking, PDA (Personal Digital Assistants) system of tickets with high band width to respond fast, projection audio systems in the auditorium, red lounge seating area which make the seats fully automatic remote massage chairs. The Deputy Commissioner of Police, West Zone forwarded the report of the Assistant Commissioner of Police, Banjara Hills Division.

6. Accordingly, the Commissioner of Police, Hyderabad City, has recommended that there is no objection to accord permission for enhancing the admission rates as requested by the applicant to three screens i.e., Screens-1,2,& 3 auditoriums of multiplex theatre of M/s Cinemax R.K.Cineplex, Road No.2, Banjara Hills, Hyderabad.

7. Further keeping in view of the above, an opportunity of hearing was given to the Management of M/s Cinemas R.K.Cineplex, Road No.2, Banjara Hills, Hyderabad, on 04-01-2010 before the Appellate Authority. The Government have heard the case represented by the Management.

8. Government carefully examined the request of the M/s Cinemax R.K.Cineplex, Hyderabad for enhancement of rates of admission as proposed by the Management M/s Cinemax R.K.Cineplex, Road No.2, Banjara Hills, Hyderabad and also the recommendation of the Commissioner of Police, Hyderabad City.

9. Government after careful examination of the above request in exercise of the powers conferred in rule ( c ) of sub-rule 3 of rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970 hereby allows enhancement of rate of admission as indicated below:

Screens	Class	Seating capacity	Existing rates of admission	Rates of admission per ticket. Rs.
Screen-I	Gold Class	52 seats	Rs.200/-	Rs.250/.
	Executive Special	429 seats	Rs.100/-	Rs.150/-
	Total seats	481		
Screen-II	Gold Class	22 seats	Rs.200/-.	Rs.250/.
	Executive Special	228 Seats	Rs.100/.	Rs.150/.
	Total seats	250		
Screen-III	Gold Class	22 seats	Rs.200/.	Rs.250/.
	Executive Special	248 seats	Rs.100/.	Rs.150/.
	Total seats	270		

10. The Licensing Authority is directed to thoroughly inspect the facilities mentioned under para 4 above, during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 9 above.

(Contd....4)

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11. The Commissioner of Police, & Licensing Authority, Hyderabad City is requested to incorporate the rates and class of admission in the Form-B Licence of M/s Cinemax R.K.Cineplex, Road No.2, Banjara Hills, Hyderabad, immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,  
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Commissioner of Police & Licensing Authority, Hyd. City.

Copy to the M/s Cinemax R.K.Cineplex, Road No.2, Banjara Hills,  
Hyderabad.

Copy to P.S. to Principal Secretary to Government, Home Dept.

Copy to P.S. to Minister for Cinematography.

Copy to Commercial Tax Officer, Hyderabad Circle.

SF/SCs.

// FORWARDED :BY ORDER//

SECTION OFFICER